

# INVEST IN A PARTNER THAT CAN HELP YOU GROW.



**PMA offers expertise on Mexico's fresh produce industry and insights on the issues impacting *your* business.**

The Produce Marketing Association (PMA) is a global, not-for-profit fresh produce and floral trade association, founded in 1949. We connect our members to the right people, information, tools and insights that will help them succeed in today's complex global economy. Most importantly, PMA has local expertise in Mexico to help you grow now and in the future.



## Access value in four key areas:



Exclusive local and global events, industry-focused education and customized contact lists.



Expertise on the latest in food safety, supply chain efficiencies, traceability, sustainability, new innovations and more.

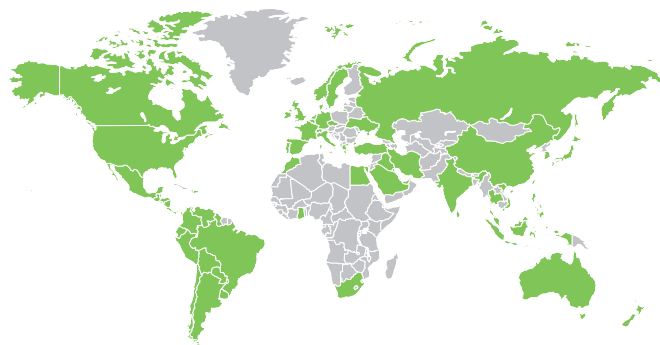


Our programs and events help your business attract, develop and retain talent.



We have a sharp focus on the issues that matter to *your* business, including market access, global trade, government regulations and initiatives that increase global consumption of fresh produce.

## Connect to new contacts, new markets and new business:



2,800  
member  
companies

27,000  
member  
contacts

5  
continents

55  
countries

 = PMA membership



## SEE WHAT MEMBERSHIP CAN DO FOR YOU. CONTACT:

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PMA Mexico Representative  
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# PMA in Mexico: Uncovering Opportunities Close to Home

Join PMA and you'll gain exclusive access to members-only resources that give you a competitive edge:

## PMA MEXICO REPRESENTATIVE

- Dedicated, in-country representative provides:
  - Introductions to the right local and global business contacts in the public and private sectors
  - Guidance on market access
  - Tips on using the full range of PMA resources

## LOCAL & GLOBAL VALUE CREATED JUST FOR YOU

- Connect with new contacts and thought leaders at 30+ PMA events around the world, including **Fresh Connections: Mexico** and **PMA Fruittrade Latin America**
- Gain new insights on industry issues, trends and innovations
- Identify and capitalize on emerging opportunities

## PMA STAFF EXPERTS

Get the latest information on:

- Food safety, including FSMA
- PLU and GS1 DataBar barcodes
- Cold chain logistics
- Emerging technologies
- Industry, market and consumer research
- Global trade regulations
- Customs protocols
- Traceability

## IN-COUNTRY CAPABILITIES

Local expertise in key fresh produce export markets:

- Australia
- Brazil
- Chile
- China
- New Zealand
- Peru
- South Africa
- USA

## CUSTOM CONTACT LISTS

- Receive custom contact lists built *just* for you
- Connect to new global buyers, suppliers and partners that can help grow your business and make you more profitable

## ONLINE MEMBER DIRECTORY

Access our global membership directory of:

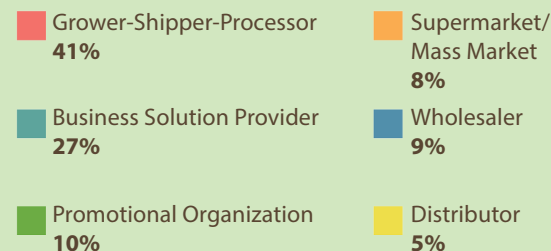
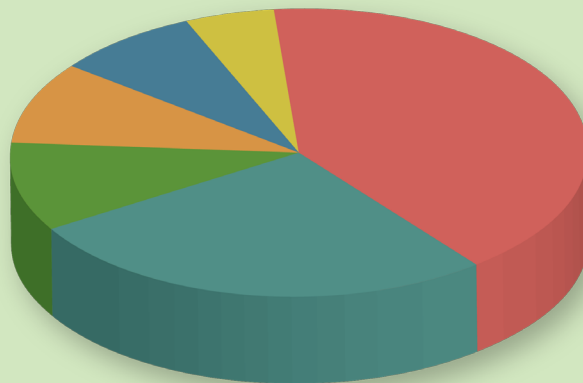
- 27,000 member contacts
- 2,800 member companies

## PMA.COM

- Find members-only content, from global trade to food safety information
- Available at your fingertips year-round

## BUILD A NETWORK WITH THE PEOPLE WHO CAN MOST IMPACT YOUR SUCCESS:

- 100+ domestic and international members with offices in Mexico
- Diverse local membership comprised of:



\*As of September 2014

*"Through PMA's global connections, we increased revenues 10 times. Now, we expect 25% year-over-year growth."*

— **Pablo Borquez, President, Campos Borquez** (Member since 2005)

Not a PMA member? Now is the time to join.  
Apply online at [pma.com/membership](http://pma.com/membership).

**THE WORLD IS WAITING—FOR YOU.**

Visit [pma.com/global](http://pma.com/global) to preview PMA's members-only content relating to the global fresh produce and floral industry.

Join us at **PMA Fresh Summit, Fresh Connections: Mexico** and **PMA Fruittrade Latin America!**  
The very latest event details are at [pma.com/events](http://pma.com/events)

